

**What is Claimed is:**

1. A method comprising the steps of:
  - providing, at a point-of-sale of tickets for a live event before said live event occurs, an opportunity for prospective event ticket purchasers to pre-purchase one or more copies of a recording of at least a portion of said live event;
  - conducting said live event;
  - recording at least a portion of said live event;
  - determining a number of copies of said recording pre-purchased at said point-of-sale of tickets for said live event;
  - calculating a desirable number of copies of said recording to be manufactured;
  - manufacturing said desirable number of copies of said recording; and
  - distributing at least some of the manufactured copies of said recording to those that pre-purchased them.

2. The method of claim 1 wherein said live event comprises at least one of a live musical performance, a live choreographic performance, a live dramatic performance, a live oration and a live sporting event.

3. The method of claim 1 wherein said point-of-sale of tickets for said live event comprises at least one of a ticket box office that sells tickets for

said live event, a telephone system adapted to permit a transaction over the telephone between a prospective event ticket purchaser and a remote prospective event ticket seller that sells tickets for said live event, a mail delivery system adapted to permit a transaction to take place by mail between a prospective event ticket purchaser and a remote prospective event ticket seller that sells tickets for said live event, and a user interface connected to a computer network and adapted to permit an electronic transaction to take place via said computer network between a remote prospective event ticket purchaser and a remote prospective event ticket seller that sells tickets for said live event.

4. The method of claim 1 wherein said recording comprises at least one of an audio recording, a video recording and a transcript.

5. The method of claim 1 wherein said copies comprise at least one of phonograph records, audio cassettes, compact discs, mini-discs, digital audio tapes, video cassettes, DVDs, downloadable digital files, electronic documents and printed documents.

6. The method of claim 1 wherein the step of calculating a desirable number of copies of said recording to be manufactured includes calculating said desirable number of copies based on a function of the determined number of copies of said recording pre-purchased at said point-of-sale of tickets for said live event.

7. The method of claim 6 wherein said desirable number of copies is at least as large as the determined number of copies of said recording pre-purchased at said point-of-sale of tickets for said live event.

8. The method of claim 1 wherein the step of providing an opportunity for purchasers to pre-purchase copies includes providing the purchasers with an option to pre-purchase one or more copies at the ticket box office that sells tickets for said live event before said live event occurs.

9. The method of claim 1 wherein the step of providing an opportunity for purchasers to pre-purchase copies includes providing a telephone system adapted to permit a transaction over the telephone between a prospective event ticket purchaser and a remote prospective event ticket  
5 seller that sells tickets for said live event before said live event occurs.

10. The method of claim 1 wherein the step of providing an opportunity for purchasers to pre-purchase copies includes providing a mail delivery system adapted to permit a transaction to take place by mail between a prospective event ticket purchaser and a remote prospective event ticket  
5 seller that sells tickets for said live event before said live event occurs.

11. The method of claim 1 wherein the step of providing an opportunity for purchasers to pre-purchase copies includes providing a user interface for a computer network adapted to permit an electronic transaction

to take place via said computer network, before said live event occurs,  
 5 between remote prospective event ticket purchasers and a remote  
 prospective event ticket seller that sells tickets for said live event before said  
 live event occurs.

12. The method of claim 1 wherein the step of providing an  
 opportunity for purchasers to pre-purchase copies of a recording of at least a  
 portion of said live event requires the purchasers to purchase a ticket for said  
 live event.

13. A method comprising the steps of:  
     providing, at a point-of-sale of tickets for a live event before said  
 live event occurs, an opportunity for prospective event ticket purchasers to  
 purchase one or more copies of a recording of said live event before a  
 5 specified cut-off date;  
     conducting said live event;  
     recording said live event;  
     determining a number of copies of said recording purchased  
 before said specified cut-off date;  
 10      calculating a desirable number of copies of said recording to be  
 manufactured based on a function of the determined number of copies of said  
 recording purchased before said specified cut-off date;  
     manufacturing said desirable number of copies of said  
 recording; and

15 distributing at least some of the manufactured copies of said  
recording to those that purchased them before said specified cut-off date.

14. The method of claim 13 wherein the specified cut-off date  
occurs after the live event has occurred.

15. The method of claim 13 wherein said live event comprises at  
least one of a live musical performance, a live choreographic performance, a  
live dramatic performance, a live oration and a live sporting event.

16. The method of claim 13 wherein said point-of-sale of tickets for  
said live event comprises at least one of a ticket box office that sells tickets for  
said live event, a telephone system adapted to permit a transaction over the  
telephone between a prospective event ticket purchaser and a remote  
5 prospective event ticket seller that sells tickets for said live event, a mail  
delivery system adapted to permit a transaction to take place by mail between  
a prospective event ticket purchaser and a remote prospective event ticket  
seller that sells tickets for said live event, and a user interface connected to a  
computer network and adapted to permit an electronic transaction to take  
10 place via said computer network between a remote prospective event ticket  
purchaser and a remote prospective event ticket seller that sells tickets for  
said live event.

17. The method of claim 13 wherein said copies comprise at least one of phonograph records, audio cassettes, compact discs, mini-discs, digital audio tapes, video cassettes, DVDs, downloadable digital files, electronic documents and printed documents.

18. The method of claim 13 wherein the step of providing an opportunity for purchasers to purchase one or more copies before a specified cut-off date includes giving the purchasers information regarding the price for each of said copies and the destination to which payment should be  
5 forwarded before said specified cut-off date.

19. A method comprising the steps of:  
providing, at a point-of-sale of tickets for a live event before said live event occurs, an opportunity for ticket purchasers to purchase a license to record said live event; and  
5 conducting said live event.

20. The method of claim 19 wherein said license is a non-exclusive license.

21. The method of claim 19 further comprising the step of providing each purchaser that purchases a license to record with an identifying member that permits an event staff to distinguish those event attendees that have purchased a license to record from those that have not.

22. The method of claim 21 wherein said identifying member permits the event staff to visually identify those event attendees that have purchased a license to record.

23. The method of claim 19 wherein said live event comprises at least one of a live musical performance, a live choreographic performance, a live dramatic performance, a live oration and a live sporting event.

24. A method comprising the steps of:

providing, at a point-of-sale of tickets for a live event before said live event occurs, an opportunity for prospective event ticket purchasers to pre-purchase collectors items pertaining to said live event;

5 determining a number of said collectors items pre-purchased at said point-of-sale of tickets for said live event;

calculating a desirable number of said collectors items to be manufactured based on a function of the determined number of said collectors items pre-purchased;

10 manufacturing said desirable number of said collectors items;

and

distributing at least some of said collectors items manufactured to those that pre-purchased them.

25. The method of claim 24 wherein said desirable number of said collectors items is at least as large as the determined number of said

collectors items pre-purchased at said point-of-sale of tickets for said live event.

26. The method of claim 24 wherein said live event comprises at least one of a live musical performance, a live choreographic performance, a live dramatic performance, a live oration and a live sporting event.

27. The method of claim 24 wherein said collectors items comprise at least one of clothing, hats, pins, sound recordings, video recordings, posters, novelty stickers, trading cards, sports memorabilia, books, jewelry and other event-specific merchandise pertaining to said live event.

28. A method comprising the steps of:  
providing, at a point-of-sale of tickets for a live event before said live event occurs, an opportunity for prospective event ticket purchasers to pre-purchase a license to view a broadcast of a recording of at least a portion  
5 of said live event;

conducting said live event;  
recording at least a portion of said live event;  
broadcasting said recording to those that pre-purchased the license.

29. The method of claim 28 wherein the step of broadcasting said recording occurs after the live event has taken place.



31. The method of claim 30 wherein the step of broadcasting said recording includes broadcasting said recording over the Internet.